

Message Text

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PAGE 01 TOKYO 01212 250628Z
ACTION EA-12

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USDOC FOR BED/OIM/CMM/J: EISELT; BIEPR/IND/J: GLICK; AND
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E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: PROMOTION OF CONSUMER GOODS EXPORTS TO JAPAN

REF: TOKYO 861

SUMMARY: EMBASSY REQUESTS USDOC CONTACT AMERICAN HOBBY INDUSTRY
AND DISCUSS ARRANGEMENTS FOR SPEECH ON JAPANESE HOBBY INDUSTRY
BY MR. HAJIME TAKAGI. EARLIER ARRANGEMENTS BETWEEN JETRO HOUSTON
OFFICE AND HOBBY SHOW ORGANIZERS HAVE APPARENTLY HIT SNAG.
PLEASE ADVISE. END SUMMARY.

1. WE HAVE JUST LEARNED FROM INSTITUTE FOR DISTRIBUTION RESEARCH
(IDR)
WHICH IS LEADING FOREIGN BUYER GROUP TO HOUSTON HOBBY SHOW AND
SAN FRANCISCO GIFT SHOW, AS WELL AS SPEAKING WITH USDOC AND U.S.
CONSUMER PRODUCTS INDUSTRY REPS ABOUT PROMOTING CONSUMER GOODS
EXPORTS TO JAPAN THROUGH APPA PROGRAM, THAT AMERICAN HOBBY
INDUSTRY ASSOCIATION HAS SOME OBJECTION TO MR. TAKAGI'S SPEECH
TO HOBBY INDUSTRY WHICH WAS SCHEDULED FOR HOUSTON HOBBY
SHOW SITE ON JANUARY 20, AS REPORTED REFTEL, PARA 3.

2. WE HAD UNDERSTOOD THAT JETRO OFFICE IN HOUSTON WAS
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COORDINATING ARRANGEMENTS AND BELIEVED THAT SPEECH HAD BEEN
DEFINITELY SCHEDULED. WE NOW HEAR THAT IDEA OF SPEECH HAS
BEEN REJECTED ON GROUNDS THAT HOBBY SHOW IS QUOTE FOR
MEMBERS ONLY UNQUOTE. JAPAN HOBBY ASSOCIATION, JETRO AND IDR
ALL HOPE THAT TAKAGI'S SPEECH CAN PROCEED PER REFTEL, PARA. 3.
JAPAN HOBBY INDUSTRY ALSO ASKS THAT AS MANY AMERICAN
COUNTERPARTS AS POSSIBLE ATTEND TAKAGI SEMINAR.

3. MR. TAKAGI IS ADVISOR TO JAPAN HOBBY ASSOCIATION AND IS WELL VERSED IN DISTRIBUTION PROBLEMS IN THIS INDUSTRY. EMBASSY BELIEVES THIS WOULD BE GOOD OPPORTUNITY FOR AMERICAN HOBBY INDUSTRY TO EXPLORE SPECIFIC OPPORTUNITIES AND DISCUSS POSSIBLE PROBLEMS IN EXPORTING HOBBY PRODUCTS TO JAPAN WITH KNOWLEDGEABLE JAPANESE SOURCE. DURING THIS TRIP, TAKAGI WILL ALSO BE SPEAKING AT TWO JETRO-ORGANIZED EXPORT TO JAPAN SEMINARS. MOREOVER, MR. TAKAGI IS INFLUENTIAL MAN IN CURRENT EXPORT PROMOTION PROGRAM AND HAS GOOD TIES IN MITI AND JETRO.

4. EMBASSY IS UNABLE TO DETERMINE WHAT EXACT NATURE OF AMERICAN HOBBY INDUSTRY OBJECTION IS TO HAVING MR. TAKAGI SPEAK AT HOBBY SHOW. SOME CONFUSION MA BE DUE TO COORDINATING ROLE THAT JETRO IS PLAYING IN ARRANGEMENTS.

5. REQUEST ACTION: REQUEST USDOC CONTACT MR. WALTER CADDELL, PRESIDENT OF AMERICAN HOBBY INDUSTRY ASSOCIATION (319 EAST 54TH STREET, ELMWOOD PARK, NEW JERSEY (07407); TELEPHONE: (202)794-1133) AND URGE ASSOCIATION TO PROCEED WITH TAKAGI SPEECH IF SCHEDULE PERMITS. PLEASE ADVISE.
MANSFIELD

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